

Abstract

This thesis aims to describe the term political satire in the era of new media, which transformed the human communication on many levels, mostly in terms of speed, liquidity and diversity of submitters. Proliferation of satire in this environment approves, that distribution of information about the political sphere through the humorous form leads to the attraction of the audience. In concrete, the show *Kancelář Blaník* combines the technical benefits of the new media with a conceptual serial approach, that allows to build a long-term storyline, plastic characters and a specific sense of humour, which all contributes to audience retention. The main representation of these qualities is through the leading character, lobbyist *Tonda Blaník*, collaborating with all the politicians and responsible for all the important issues. That allows the creators a wide choice of topics and political neutrality at the same time, because everybody and everything gets criticised at some point. Thanks to the internet TV platform, there are almost no regulations for the writers, which allows the show to be controversial and to develop a very expressive sense of humour, that combined with its sophisticated background is believed to be the main reason of success.